

ABSTRACT OF THE DISCLOSURE

Advertising materials are provided for cooperative promotions. The materials
comprise of a set of print or electronic coupons printed on removable tabs and a
promotional piece or flare. Each coupon entitles its purchaser to a substantial discount on
5 a product. Selected coupons entitle its purchaser to a prize. Multiple break-open
windows are formed on the coupons and are movable between closed and open positions
respectively concealing and revealing outcome-determining indicia. The indicia comprise
symbol combinations and identify respective coupons as either losers or winners entitled
to pre-determined awards. A cooperative promotional method utilizing the advertising
10 materials is also disclosed.